February <u>21</u>, 1997

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APR 2 1997

Federal Communications Commission
Office of Secretary

The Honorable Rachelle Chong Federal Communications Commission 1919 M Street, NW Washington, DC 20554

Mary Le Rosenkraus

Commissioner Chong:

I am writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's ratings system.

The National Association for Family & Community Education and its affiliate, FCE-Illinois State Association, the Lee County Homemakers Education Association, as well as the Paw Paw United Methodist Women are grass-roots organizations which have been actively involved in family issues for the past 60 plus years. We are very concerned that the family issue of the recently implemented television ratings system does not address the needs of parents.

The questions generated by the current age-based telvision ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

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CS97-55

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APR 2 1997

Federal Communications Commission
Office of Secretary

The Honorable Rachelle Chong Federal Communications Commission 1919 M Street, NW Washington, DC 20554

Commissioner Chong:

February <u>19</u>, 1997

I am writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's ratings system.

The National Association for Family & Community Education and its affiliate, FCE-Illinois State Association, the Lee County Homemakers Education Association, as well as the Paw Paw United Methodist Women are grass-roots organizations which have been actively involved in family issues for the past 60 plus years. We are very concerned that the family issue of the recently implemented television ratings system does not address the needs of parents.

The questions generated by the current age-based telvision ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

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Chairman Reed Hundt and FCC Commission c/o Federal Communications Commission 1919 M St. NW, Rm. 222 Wash, D.C. 20554

Dear Chairman Hundt and Commission:

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Federal Communications Commission Office of Secretary

RE: CS Docket No. 97-55, FCC 97-34

7 I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as Y for Violence, S for Sexual depiction and nudity and L for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

609-393-6709 Fax 609-393-8471

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# **NEW JERSEY PTA**

March 13, 1997

Chairman Reed Hundt and FCC Commission c/o Federal Communications Commission 1919 M St. NW, Rm. 222 Wash. D.C. 20554

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APR 2 1997

Dear Chairman Hundt and Commission:

Federal Communications Commussion
Office of Secretary

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the Ridge field Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include <u>content</u> information about programs such as  $\underline{V}$  for Violence,  $\underline{S}$  for Sexual depiction and nudity and  $\underline{L}$  for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, Lenda adamski

President Ridgefield Clementary

616 Sketch Pl. Ridgefield NJ 07658TA

900 Berkeley Avenue · Trenton, New Jersey 08618

609- 393-6709 Fax 609- 393-8471

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Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission 1919 M Street N.W., Room 222 Washington, DC 20554

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RECEIVED

Dear Chairman Hundt and Commissioners:

Federal Communications Commission
Office of Secretary

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Archive (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Main Sincerely,

Your Name

Town, State

East Harpta M

11937

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#### RECEIVED

March 10, 1997

APR 2 1997

Chairman Reed Hundt and FCC Commissioners

c/o Federal Communications Commission

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Office of Secretary

Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information sot hat parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to demonstrate whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Glorence Rich

RECEIVED

March 10, 1997

Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission 1919 M Street N.W. Room 222 Washington, D.C. 20554

Federal Communications Commission Office of Secretary DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information sot hat parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

John Mastoral

Sincerely,

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# RECEIVED

March 10, 1997

Federal Communications Commission
Office of Secretary

Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission 1919 M Street N.W. Room 222 Washington, D.C. 20554

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Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

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That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

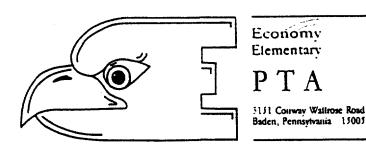
That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, yeather year aleas

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March 1997

Chairman Reed Hundt and FCC Commission Communications Commission 1919 M Street N.W., Room 222

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APR 2 1997

RE: CS Docket No. 97-55, FCC 97-34

Washington, DC 20554

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the National PTA and the Economy Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV Scheduling is useless.

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- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that is include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Pamela Johnson Economy Elementary PTA President Baden, Pennsylvania

#### LISA F. PICKETT

1434 Greenbriar Ave., Corona, CA 91720, (909) 735-0993 March 12, 1997

Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission 1919 M Street N.W., Room 222 Washington, DC 20554

Dear Chairman Hundt and Commissioners: DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

Federal Communications Commission Office of Secretary

I am writing on behalf of the National PTA and the Lincoln Alternative School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, isa 2. Siekell

Lisa F. Pickett

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# TARPON SPRINGS FUNDAMENTAL ELEMENTARY SCHOOL

3/5/97

Chairman Reed Hunch and RCC Commissioners
ofo Federal Communications Commission

1919 M Street N.W., Room 222 Washington, DC 20554

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Dear Chairman Hundt and Commissioners

Federal Communications Commission
Office of Secretary

**RE:** CS DOCKET NO. 97-55, FCC 97-34

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Telecommunications Act of 1996. We do not believe this system does so and ask that the RCC not approve the industry rating The RCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the system. Instead, we request the following:

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- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the RCC be evaluated by independent research to determine if it meets the needs

Thank you for this opportunity to comment on an issue so important to children and families.

Milly Cumum 1996 97 FTA 18# VI Ve President Tapon Springs Fundamental Elementary School PIX

Tarpon Springs, Horida

Tarpon Fundamental Parents, and guardians (attached page signatures).

MICHELLE QUIMMIS KY

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March 11, 1997

Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission 1919 M Street NW Room 222 Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

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DOCKET FILE COPY ORIGINAL Office of Secretary

I am writing on behalf of the National PTA and the Ann Blanche Smith School PTA in Hillsdale, NJ to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Madia Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents;
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,
Carolin Journ
Hillsdale, New Jersey 07647

Howard Down Las DR

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#### SUSAN M. FALLICO 1604-B Kynette **Euless, TX 76040**

March 17, 1997

Federal Communications Commission Office of Secretary

Chairman Reed Hundt and FCC Commissioners DOCKET FILE COPY ORIGINAL 1919 M Street N. W., Room 222 Washington, D.C. 20554

Re:

CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Wilshire Elementary PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely. Susan M. Fallico Susan M. Fallico Euless, Texas

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#### **BEV CLEVELAND**

#### 6905 WICKLOW DRIVE Brown Summitt, North Carolina, 27214

March 18, 1997

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APR 2 1997

Chairman Reed Hundt and FCC Commissioners C/O Federal Communications Commission 1919 M. Street N.W., Room 222 Washington, DC 20554 Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

REGARDING: CS DOCKET NO 97-55, FCC 97-34

I am writing on behalf of the National PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group. As a parent of two boys, ages 6 and 8, I am very concerned about the presence of violence, sexual content, and adult language which is present in many of the so called "children programming" shows.

Upon review of the recent rating system, I quickly determined that I was not anymore informed of what to expect on a television show than I had been prior to the rating. In summary, the current rating simply DOES NOT give enough information regarding the content of a program. I support the PTA's descriptive content based rating system of V - V iolent C ontent, S - S exual C ontent and C C and C are C and C and C and C and C are C and C and C and C are C and C and C are C and C and C are C and C and C are C are C and C are

In closing, I want to thank you for the opportunity to voice my concerns, and hope that "it will not be in vain".

Sincerely,

Bev R. Cleveland

President, PTA - General Greene School

Greensboro, NC

March 1997

Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission 1919 M Street N.W., Room 222 Washington DC 20554 DOCKET FILE COPY ORIGINAL

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Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PIA and the 160g as moughton FIA, wateriord, tylicingal to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I would prefer a content-based system rather than an age-based system. I feel the decision as to what my child(ren) views on television should be in my hands rather than in the hands of the TV industry.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this age-based system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Molera a Jordan



5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

March 14, 1997

Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission Office of the Secretary 1919 M Street NW, Room 222 Washington, DC 20554 e-mail address: vchip@fcc.gov

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DOCKET FILE COPY O'RIGHNAL

Federal Communications Commission Office of Secretary

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Gendenhal

Sincerely,

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APR 2 1997

Federal Communications Commission Office of Secretary

February, 1997

The Honorable Rachell Charge Federal Communications Commission 1919 M Street, NW Washington, FC 20554	
Commissioner	d a public hearing as part
The National Association for Family & Community Education State Association, are grass-rehave been actively involved in family issues for the past 60 years. We the family issue of the recently implemented television ratings system do f parents.	oots organizations which e are very concerned that
The questions generated by the current age-based television ratings hearing. We urge you to hold such a hearing soon on this issue which i in America today.	•
Sincerely,	
Rus Da Stoot 2625 N. Meridian St.	No. of Copies rec'd



#### CARY HIGH SCHOOL PTSA

638 WALNUT STREET
CARY, NORTH CAROLINA 27511
919/460-3549

March 11, 1997

Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission OCKET FILE COPY ORIGINAL 1919 M Street NW, Room 222 Washington, DC 20554 RECEIVED

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Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Cary High School PTSA in Cary, NC to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997.

- 1. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children.
- 2. The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. WE do not believe this system does so and ask that the FCC not approve the industry rating system.

The Cary High School PTSA requests that:

- ★ Under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as <u>V for violence</u>, <u>S for sexual depiction and nudity</u> and <u>L for language</u>
- ★ The FCC require a V-chip band broad enough to allow parents more than one rating system
- ★ The rating icon be made larger, more prominently placed on the screen, and appear more frequently during a program
- ★ The rating board be independent of the industry and the FCC; and that it include parents
- ★ Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely.

Barbara and Gary Moore

Cary High School PTSA Co-Presidents

Bashara and Dary Moore

316 Coorsdale Drive

Cary, NC 27511

(919) 460-7475

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Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission 1919 M Street N.W., Room 222 Washington, DC 20554

Federal Communications Commission Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Baldwin PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

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CS 97-55

# The North Carolina

# Extension Homemakers Association, Inc.

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February 1997

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APR 2 1997

Federa: Communications Commission
Office of Secretary

The Honorable Reed Hunt
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

Commissioner Hunt :

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, North Carolina Extension Homemakers Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television rating system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Birdie B. Reynelds. Pase creek Ext. 2domemaker ass, Inc.

(597-55

Mike P. Lorincy 2425 Orchard Drive Pittsburgh, PA 15241

Federal Communications Commission Mass Media Bureau 1919 M St. NW #314 Washington, DC 20554

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Federal Communications Commission
Office of Secretary

Dear Sir:

I am a high school student in Upper St. Clair, Pennsylvania and I am currently working on a research paper involving the recent debate over the topic of a TV ratings system. I would greatly appreciate if you could assist me by sending me your opinions and ideas on this topic, and if you could you tell me your view as to the effectiveness of the V-chip. Do you support the V-chip or do feel that a more/less complex device would better suit the demands of the American people at this time? If you are unable to send me information, I would greatly appreciate it if you could please tell me where I could locate more information on this topic. Thank you very much.

Sincerely yours,

Mike P. Lorincy

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CS 97-55 3-13-97 Federal Communications Commission Mr. Hundy, Office of Secretary I would like to asken my concern over the TV industry's rating system. I feel is is totally worthless as an "age based" pystem. as a concerned grand. mother, I am encouraging
you to implement a
"Content based" System. that makes any sense. Sin Creby Jan Runwatern 

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February, 1997

Federai Communications Commission
Office of Secretary

The Honorable Rachello. Chona
The Honorable Rachello, Chong.  Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554
Commissioner Chang
We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's ratings system.
The National Association for Family & Community Education and its affiliate, Missouri State Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are very concerned that the family issue of the recently implemented television ratings system does not address the needs of parents.
The questions generated by the current age-based TV ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in American today.
Sincerely, Sue fainwater P.o Box 21 Leenerble, Mo. 63944

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February, 1997

Federal Communications Commission
Office of Secretary

The Honorable foulth the Federal Communications Commission
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554
Commissioner Rosellle Chong

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's ratings system.

The National Association for Family & Community Education and its affiliate, Missouri State Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are very concerned that the family issue of the recently implemented television ratings system does not address the needs of parents.

The questions generated by the current age-based TV ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in American today.

Sincerely,

Species Sattuson

R# 6 Box 6117

Poplar Bluff, no. 63901

Wayne County

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February, 1997

Sincerely,

Federal Communications Commission
Office of Secretary

The Honorable Rachelle Chang	TO STATE OF THE COOK OF THE
Federal Communications Commission	DOCKET FILE COPY ORIGINAL
1919 M Street, NW	
Washington, D.C. 20554	
Commissioner chong	
We are writing to urge the Federal Communications Commission of its review of the television industry's ratings system.	on to hold a public hearing as part
The National Association for Family & Community Education Association, are grass-roots organizations which have been act the past 60 years. We are very concerned that the family issue of television ratings system does not address the needs of parents.	tively involved in family issues for of the recently implemented
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